

## WE CLAIM:

1. A stock tape for applying magnetic labels to a substrate comprising a translucent tape having a longitudinal direction and a transverse direction and a dimension in said transverse direction, and having at least one major release surface, a plurality of magnetic labels, each of said magnetic labels having at least one major surface at least partially covered with a pressure sensitive adhesive, said labels being fixed on said release surface by means of said pressure-sensitive adhesive, said labels being spaced in said longitudinal direction by a distance sufficient to permit transmission of an optical signal through said tape between said magnetic labels, at least some of said magnetic labels having a dimension in said transverse direction substantially equal to said transverse dimension of said translucent tape.